



## Alcohol and Tobacco Control State of Louisiana

### ATC Press Release

# ATC SET TO LAUNCH YOUTH ALCOHOL & TOBACCO AWARENESS PROGRAM

October 7, 2013

Baton Rouge, LA: Louisiana Office of Alcohol & Tobacco Control (ATC) Commissioner Troy Hebert announces that, starting this month, his Agency will be presenting an alcohol and tobacco awareness program to schools and other youth centered organizations state-wide.

ATC has created two age-appropriate "Say No to Alcohol and Tobacco" presentations to engage Louisiana students in both the 2<sup>nd</sup>-6<sup>th</sup> grade levels and the 7<sup>th</sup> through 12<sup>th</sup> grade levels. The interactive presentations feature activities for youth to experience the physical effects of using and abusing alcohol and tobacco products as well as an appearance by ATC Agents and our very special Canine Agent, Ace.

"An important part of our mission at ATC is education aimed at the prevention of access to and use of alcohol and tobacco products by underage persons. ATC has established this program to make sure we are doing our part to protect the youth of Louisiana by providing them with the knowledge and tools needed to make good decisions when faced with pressures to experiment with harmful substances," said Hebert.

To obtain additional information about this program or to schedule a presentation at your school or organization, please contact Stephanie Chavis at (225)925-6645 or [Stephanie.chavis@atc.la.gov](mailto:Stephanie.chavis@atc.la.gov).

For more information, please contact:  
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